

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the application.

**Listing of Claims:**

1. (Currently amended) A method of encouraging completion of electronic applications to institutions by making the process more sociable through the introduction during the form-completion process of an appropriate communication to the applicant from an individual associated with the institution, the method comprising:

presenting an application form over a computer network to the applicant, the application including at least one user-activateable hyperlink; and

upon activation of the hyperlink, displaying providing a communication to the applicant from an identified individual associated with the institution, thereby encouraging the applicant to complete the application by socializing the application process with a communication to the applicant from the identified individual.

2. (Original) The method of claim 1 in which the institution is a college or university and in which the identified individual is an enrolled student, faculty member, or alumnus associated with the institution.

3. (Original) The method of claim 1 in which the communication to the user describes the identified individual and provides the applicant a means to communicate to the identified individual after completing the form.

4. (Original) The method of claim 1 in which the communication includes a still or motion image of the identified individual.

5. (Original) The method of claim 1 in which the content of the communication to the user depends upon information entered into the form by the applicant.

6. (Original) The method of claim 1 in which the content of the communication to the user is assembled in response to activating the hyperlink.

7. (Original) The method of claim 1 in which the communication includes information about how to contact the individual.

8. (Original) The method of claim 7 in which the individual cannot be contacted until the user completes the form.

9. (Currently amended) A method for increasing the completion rate of electronic forms by introducing during the form-completion process an appropriate communication to a user from an individual associated with the institution to which the form is addressed, the method comprising:

associating with a location on an electronic form data specifying a communication to the user from a ~~identified~~-individual associated with the institution;

presenting the form over a computer network to the user; and

displaying-providing the communication to the user upon the occurrence of an event during completion of the form, thereby encouraging the applicant to complete the form by socializing the forms completion process with communication to the user from an ~~identified~~ individual.

10. (Currently amended) The method of claim 9 in which the communication to the user describes ~~the~~-an identified individual and provides the applicant a means to communicate to the identified individual after completing the form.

11. (Currently amended) The method of claim 9 in which the communication to the user includes a Web page presented in a pop-up window and describing the ~~identified~~-individual.

12. (Currently amended) The method of claim 9 in which displaying the event includes following-a-activating a hyperlink.

13. (Original) The method of claim 9 in which the data specifying a communication specifies which of multiple communications is presented to the applicant depending upon one or more values entered by the applicant into the form.

14. (Original) The method of claim 9 further comprising:  
entering applicant information into the form; and  
determining a communication to display using the data specifying the communication and the applicant information entered into the form.

15. (Currently amended) A system for increasing the completion rate of electronic forms by introducing during the form-completion process an appropriate communication to a user from an individual associated with the institution to which the form is addressed, the system comprising:

a computer including a memory storing a program including instructions to:

associate with a location on an electronic form data specifying a communication to the user from a identified individual associated with the institution;

present the form over a computer network to the user; and

display the communication to the user upon the occurrence of an event during completion of the form, thereby encouraging the applicant user to complete the form by socializing the forms completion process with communication to the user from an identified-individual.

16. (Currently amended) The system of claim 15 in which the communication to the user describes the-an identified individual and provides the applicant a means to communicate to the identified individual after completing the form.

17. (Original) The system of claim 15 in which the communication to the user includes a Web page presented in a pop-up window and describing the identified individual.

18. (Original) The system of claim 15 in which the event includes following a hyperlink.

19. (Original) The system of claim 15 in which the data specifying a communication specifies which of multiple communications is presented to the applicant depending upon one or more values entered by the applicant into the form.

20. (Original) The system of claim 15 in which the data specifying a communication specifies the construction of the communication from components.

21. (Original) A method of enhancing electronic forms provided by institutions for completion by users, the method comprising:

presenting an electronic form over a computer network to the user, the form including plural information fields and at least one user-activateable hyperlink that is activatable by the user after the user enters information into one or more predefined information fields of the form; and

upon activation of the hyperlink, displaying to the user customized information that is parametrically customized according to information in one or more of the predefined information fields of the form and that relates to the underlying purpose of the form.

22. (Original) The method of claim 21 in which the customized information includes a communication to the user from an identified individual associated with the institution.

23. (Original) The method of claim 21 in which the institution is a college or university and in which the form is a college admission form.

24. (Original) The method of claim 21 in which the customized information does not

relate to instructions for completing the form.

25. (Original) In a computer readable medium, software for enhancing electronic forms provided by institutions for completion by users, the medium comprising:

software for presenting an electronic form over a computer network to the user, the form including plural information fields and at least one user-activateable hyperlink that is activatable by the user after the user enters information into one or more predefined information fields of the form; and

software for displaying to the user upon activation of the hyperlink customized information that is parametrically customized according to information in one or more of the predefined information fields of the form and that relates to the underlying purpose of the form.

26. (Original) The medium of claim 25 in which the customized information includes a communication to the user from an identified individual associated with the institution.

27. (Original) The medium of claim 25 in which the institution is a college or university and in which the form is a college admission form.

28. (New) The method of claim 1 in which providing a communication to the applicant upon activation of a hyperlink includes providing a communication that is determined by logic in the form, the content of the communication being present in the form when the hyperlink is activated.

29. (New) The method of claim 1 in which presenting an application form over a computer network to the applicant includes presenting an HTML page including programming code that specifies the communication to be provided to the applicant upon activation of a hyperlink.

30. (New) The method of claim 29 in which presenting an HTML page includes presenting an HTML page that includes communication content that can be specified by the programming code to be provided to the applicant.

31. (New) The method of claim 30 in which the communication content specified by the programming code depends at least in part upon information entered into the form by the applicant.

32. (New) The method of claim 31 in which the programming code selects communications content to be provided to the applicant from preexisting communication content, the selection depending upon information entered by the applicant.

33. (New) The method of claim 31 in which the programming code assembles communication content to be provided to the applicant, the assembly depending upon information entered by the applicant.

34. (New) The method of claim 9 in which presenting the form includes presenting a form comprising an HTML page including a program that specifies a communication to be displayed upon the occurrence of an event during completion of the form.

35. (New) The method of claim 34 in which the communication specified by the program depends upon data entered in the form.

36. (New) The method of claim 9 in which:  
associating with a location on an electronic form data specifying a communication to the user from an individual associated with the institution includes associating with the location programming code that specifies a communication that depends upon information entered into the form by a user; and

providing the communication to the user upon the occurrence of an event during completion of the form includes displaying a communication that is dependent upon the information entered onto the form by the user.

37. (New) The method of claim 9 in which:  
associating with a location on an electronic form data specifying a communication to the user from an individual associated with the institution includes associating with the location programming code that selects between pre-specified communications, the selection based upon information entered by the user while completing the form; and

providing the communication to the user upon the occurrence of an event during completion of the form includes displaying the selected communication.

38. (New) The method of claim 9 in which:  
associating with a location on an electronic form data specifying a communication to the user from an individual associated with the institution includes associating with the location programming code that assembles a communication, the assembly determined at least in part by information entered by the user while completing the form; and

providing the communication includes displaying the assembled communication.

39. (New) The method of claim 9 in which the event includes entering information into a data field.

40. (New) The system of claim 15 in which the form includes program code to display a communication to the user upon the occurrence of an event, the logic for determining the communication being included in the form.

41. (New) The system of claim 15 in which the form includes an HTML page including program code specifying a communication to a user, the communication that is specified being dependent upon data entered by the user into the HTML page.

42. (New) The method of claim 21 in which presenting an electronic form includes presenting an electronic form including programming code for determining the customized information, and in which displaying to the user customized information includes displaying customized information that is customized by the programming code in the form.

43. (New) The method of claim 42 in which displaying customized information includes selectively displaying information determined by the program code, the information selected from previously created displays of information.

44. (New) The method of claim 42 in which displaying customized information includes selectively displaying information determined by the program code, the information being assembled, the assembly determined by information entered by the user.